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FROM WORLD WIDE SOURCES

Gloeckner

FLOWER
SEEDS

SOW
ON TIME

SUMMER 1942



Sow on Time..

A FEW days or a week's delay can mean the difference between profit and loss on your crop, as one week's postponement of sowing may cause the crop to finish several weeks late.

Today, as never before, we must be on time. Because of labor shortages and increased difficulties in production, lost motion must be eliminated; and those who have the courage, resourcefulness and tenacity to keep going will be rewarded.

The Easter season just passed was the best in years and proved that although at war the people expressed their emotions with flowers just as they have always done.

Plan with thought: "Sow on Time".

The name *Gloeckner* has long been associated with the seed trade. We wish to identify it as a standard of quality for many years to come. To accomplish this we pledge a consistent year after year supply of high quality seed.

This label, a facsimile of our Spring catalogue cover, with the year plainly marked, is attached to every package of seed, and is your guarantee that the seed therein is fresh from this year's crop.



Fred C.
Gloeckner
&
Company,
Incorporated

Seeds . . . Plants . . . Bulbs
From World Wide Sources
15 East 26th St. New York City

ANTIRRHINUM

WINTER SNAPDRAGONS For Greenhouse Culture

Early flowering varieties of Antirrhinum have been developed through constant breeding. They are not the largest flowering but are of medium size which have been in favor with the retailer. For Spring flowering the varieties producing larger spikes should be grown.

Seed should be sown late in June or early July for Winter flowering. High temperatures prohibit germination of the seed and one must, therefore, select a cool location for the seed flats.

Damping off is a serious problem and all precautions should be taken to avoid it. The soil should be sterilized with steam or other efficient measures, and after the seed germinates good circulation of air and very little watering will help to prevent this trouble.

Experiments have shown that Snapdragons do better if the fertilizer content in the soil is not very high. This is one of the easiest crops to grow when planted in fresh soil and grown in a well ventilated cool greenhouse.

PINK and ROSE

	Tr. Pkt.	Three Tr. Pkt.
America —Deep rose with Bronze lip	\$1.50	
Better Times		
Brilliant cerise rose...	2.00	
Christmas Cheer		
Shades of pink	2.00	
Cheviot Maid Supreme		
Best deep rose	1.00	\$2.50
Gilberts Pink Supreme		
Beautiful deep pink...	1.50	4.00
Jersey Maid —Medium Pink with light shading	2.00	
Maiden's Blush		
Apple Blossom	1.00	2.50
Maid of Mars		
Exceptionally fine clear pink	2.00	
Marie Louise		
Seashell pink	1.50	4.00
Mary Ellen		
Early light rose pink	2.00	5.00
Milady —Bright pink	1.00	2.50
Maryland Pink		
Early light pink	2.00	5.00
New Cincinnati		
Fine light rose	1.00	2.50
Peggy Schumann		
Pink with strong stems	2.00	5.00
Radiance		
Large flowered pink	1.00	2.50
Radiance Improved		
Pink	1.50	
Rose Pink Cheviot Maid		
Early flowering	1.00	
Rose Queen		
Deep rose pink	1.00	2.50
Shaffroth's Early Pink		
Clear rose pink	2.00	5.00
St. Louis Pink		
Beautiful flesh pink...	1.50	4.00
Terry's Pink		
Vivid deep rose.....	2.00	
Terrys Surprise Improved		
Rose shaded orange	1.50	4.00

LAVENDER

Bertha Baur		
Early lavender	1.50	4.00
Lavender Rose		
Good lavender	2.00	5.00
Windmiller's Lilac		
Excellent orchid color	1.50	4.00
Schrock's Orchid		
A true orchid shade	1.00	2.50
Schumann's Lavender		
The best lavenders...	2.00	



SNAPDRAGONS WILT may be caused by a single, soil-borne fungus, Verticillium which also causes Seidowitz Disease or wilt of Chrysanthemums. The only positive prevention for this disease lies in the exclusive use of sterilized soil, from the seed flats to the final potting or benching soil. Do not invite trouble by planting this crop in old 'mum soil unless it is first sterilized.

RED

	Tr. Pkt.	Three Tr. Pkt.
Crimson Queen	2.00	
Velvet Beauty —American Beauty Red	1.00	2.50

YELLOW

Carol Jean		
Golden Yellow	2.00	5.00
Ceylon Court		
Early yellow	1.00	2.50
Coates Yellow Perfection —Deep yellow...	1.00	2.50
Ethel		
Pure Golden Yellow	1.50	4.00
Klondyke Supreme		
Excellent deep yellow	1.50	
Schumann's yellow	2.00	
Sunray —Yellow	1.50	4.00
Terry's Yellow	2.00	
Yellow Cheviot Maid		
Bright color	1.00	2.50
Yellow Delight		
Deep clear yellow...	1.50	

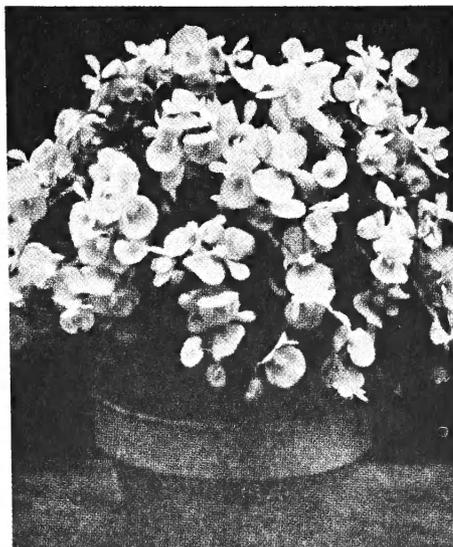
WHITE

Koesters White	\$1.50	
Lucky Strike	1.00	\$2.50
Lucky Strike Improved	1.50	4.00
Marion White		
Fine clear white	1.50	4.00
Schaffroths Early White	2.00	
Schlegels Early White	1.50	4.00
Terry's White	2.00	
Westover		
Fringed White	1.00	2.50
White Cheviot Maid	1.00	2.50
White Prosperity		
Long stemmed clear white	1.50	4.00
White Wonder		
Pure white	1.50	4.00

BRONZE and ORANGE

Afterglow		
Golden orange	1.00	2.50
Bronze Christmas		
Cheer —Early golden bronze	2.00	4.00
Gilbert's Bronze		
Beauty	1.50	4.00
Glorious		
Reddish bronze	1.00	2.50
Miss Wooster —Dazzling rich dark bronze	1.00	2.50
New Dawn		
Golden orange	1.00	2.50
New Deal —Fragrant golden bronze	1.00	2.50
Salmon Gold	2.00	
Suntan —Orange tan ...	1.00	2.50

WE CAN ALSO SUPPLY YOU WITH ANY VARIETY NOT LISTED ABOVE.



Begonia

BEGONIA

	Tr. Pkt.
Darling —Light rose flowers; compact growth.....	\$1.00
Indian Maid —Deep bronze, shiny leaf with red flowers	1.00
King of the Reds —Red flowers with green foliage. The dwarf habit of this begonia makes it suitable for pot plants or the border. 1/64 oz. \$2.25 1/32 oz. \$4.25	1.00
Luminosa —Red	1.00
Masterpiece —Clear Rose Pink	1/32 oz. \$4.25 1.00
Prima Donna —Carmine Rose	1/32 oz. 3.00 1.00
Salmon Queen —Cinnabar red, very free blooming	1.00
Scandinavia —Pink flowers with dark green foliage. Bushy habit; good for pot plants	1/64 oz. \$2.25 1.00
White Lady —Improved White Pearl	1/32 oz. \$4.25 1.00
White Pearl	1/32 oz. \$2.75 1.00
Winter Romance —Carmine Pink	1.00

CALENDULA

August sowing will flower from December to February; Early October sowing to follow Chrysanthemums will bloom in February and March; while January sowing will bloom in April and May.

	Tr. Pkt.	1/4 oz.	Oz.	1/4 lb.
Sensation or Campfire Improved — Best of all. Brilliant Orange; Scarlet Sheen	\$.40	\$.60	\$ 2.00	\$ 6.50
Ball's Gold — Long stemmed, large, deep golden yellow40	.60	2.00	6.50
Ball Long Orange Improved —Bright golden yellow with light eye. The extra large flowers and long stems make an outstanding variety40	.60	2.00	6.50
Ball's Orange —Glowing Orange40	.60	2.00	6.50
Lemon Queen —Deep lemon yellow with dark brown eye. Contrasting colors make this yellow variety very effective40	.60	2.00	6.50
Ball's Supreme —Orange with dark brown center; unusually free flowering40	.60	2.00	6.50
Masterpiece —Long stemmed, clear orange flowers with dark center40	.60	2.00	6.50



Calendula

CALCEOLARIA

Multiflora Nana (Gilbert's Strain) This is an improvement over the original Multiflora Nana Mixture. Compact habit of growth; good selection of colors; excellent foliage..... **\$1.00**

Multiflora Nana (Regular Strain) Compact growth medium size, brightly colored flowers **\$1.00 \$4.00 \$7.50**

Remember that wilt of Calceolarias may be caused by a single, soil-born fungus, Verticillium, which also causes Seidowitz Disease or wilt of Chrysanthemums. The only positive prevention for this disease lies in the exclusive use of sterilized soil, from the seed flats to the final potting or benching soil. Do not invite trouble by planting this crop in old 'mum soil unless it is first sterilized.

CYCLAMEN SEED — BAARDSE'S STRAIN 1941 CROP

	100 Seeds	1000 Seeds		100 Seeds	1000 Seeds
America Improved — (Carmine Salmon) carmine salmon	2.50	23.00	Rose of Marienthal Improved Pink with eye	\$2.00	\$18.00
Baardse's Wonder —New salmon with white border	2.40	22.00	Rose of Aalsmeer —Medium red salmon...	2.40	22.00
Bonfire —Brilliant salmon	2.40	22.00	Scarlet Beauty —Scarlet	2.50	23.00
Light Red	2.00	18.00	Victoria — Fringed white with red or lilac border and eye	2.50	23.00
Perle of Zehlendorf —Dark salmon	2.25	20.00	White with Carmine Eye	2.00	18.00
Pure White	2.00	18.00			

See our Spring catalog for a complete list of florists flower seeds.



Siter's Rainbow Strain Cineraria

CINERARIA

"Siter's Rainbow Strain"

The Commercial Cineraria

If you are interested in a Cineraria that is profitable to grow, and has colors and size of flowers that surpass your most exacting demands, then by all means try SITER'S CINERARIA.

By continuous reselection this strain has more brilliant, sunproof shades, ranging from the bright eyed types to the finer pastels and Cornflower blues, which are sure to please your most discriminating trade.

ORIGINATOR'S PACKETS, \$2.00 EACH

Cremer's Prize Strain — This strain has been greatly improved by the originator — has small foliage that is wilt-proof with tremendous heads of flowers of the brightest colors.

Tr Pkt	1/32 oz.	1/16 oz.
\$1.50	\$4.00	\$8.00

Positively do not use soil that was previously used for Mums and especially so if your Mums were affected with Verticillium wilt or Seidewitz disease. CINERARIAS are attacked by this wilt which is a soil born fungus. It will cause the lower leaves to wilt and die and then gradually kill the entire plant. The only prevention for this trouble is to use new field soil from seed flats to finished pot. If you do use old chrysanthemum soil be sure to sterilize it. **TO BE ON THE SAFE SIDE IT IS RECOMMENDED TO STEAM STERILIZE ALL SOILS BEFORE USING.**

CENTAUREA CYANUS (Cornflower)

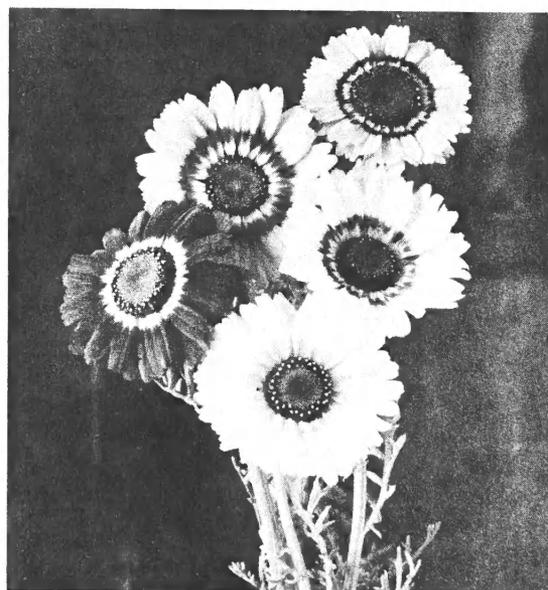
Listed below are the finest improved Florist strains of Centaurea Cyanus. The flowers are large, fully double and the colors intensified. The extra long stems of this strain make them excellent for cut flower purposes. Responds to additional light. Wilt of Centaurea Cyanus may be caused by a single soil born fungus or Verticillium which also causes Seidewitz disease or wilt of Chrysanthemums. The only prevention for this disease lies in the exclusive use of sterilized soil from the seed flats to the finished pot or bench soil. Do not invite trouble by planting this crop in old mum soil unless it is first sterilized.

	Tr. Pkt.	Oz.	¼ lb.	Lb.					
Blue Boy					Pinkie —Deep Pink15	.40	1.25	4.50
Excellent for forcing	\$.15	\$.40	\$ 1.25	\$ 4.50	Red Boy —Deep Red15	.40	1.25	4.50
					White15	.40	1.25	4.50

CHRYSANTHEMUMS (Annual)

Another group which is finding favor with florists for cut flower material. Chrysanthemums last remarkably well as a cut flower, but for best results, keep them in water for 24 hours before marketing. Sow in mid August to follow early Chrysanthemums. Responds very well to additional light.

	Tr. Pkt.	Oz.
Burridgeanum —White with Crimson and Yellow Ring15	.30
Eastern Star —Light Yellow15	.30
Eldorado —Bright yellow with dark brown disc. One of the best.15	.30
Morning Star —Primrose Yellow15	.30
Evening Star —Sunflower Yellow15	.30
Northern Star —Pure White with Yellow Zone15	.30
W. E. Gladstone —Purple, Crimson and Yellow Zones15	.30



Chrysanthemum

DELPHINIUM PACIFIC STRAIN Vetterle & Reinelt

WE SUPPLY ONLY THE ORIGINATOR'S STRAIN

This is the finest strain of Delphinium yet introduced. From our personal observations in the field we find this has unquestionably proven to be the leader in Delphiniums of the better type. The flowers are immense in size, well set on strong, straight stems, do not shatter, and are 60 to 80% mildew resistant.

July or August sowing and transplanting into the field during the fall will produce an early crop with large spikes. Delphinium's require a well drained soil, neutral in reaction. January sowing will produce flowers during the summer.

BLUE BIRD SERIES

This series can be recommended as being the **clearest medium blues with white bees**. They carry well formed round flowers 2½ inches in diameter on very long, graceful spikes.

GALAHAD SERIES

Flowers **Clear White**, averaging three inches in diameter, pyramidal spikes, good branching habit, strong whippy stems with a high percentage of mildew resistance.

Tr. Pkt.	¼ oz.	Oz.
\$1.50	\$5.00	\$16.00

CAMELIARD SERIES

A pure lavender self, with white bee, individual flowers, are very round and flat. Excellent growing habits.

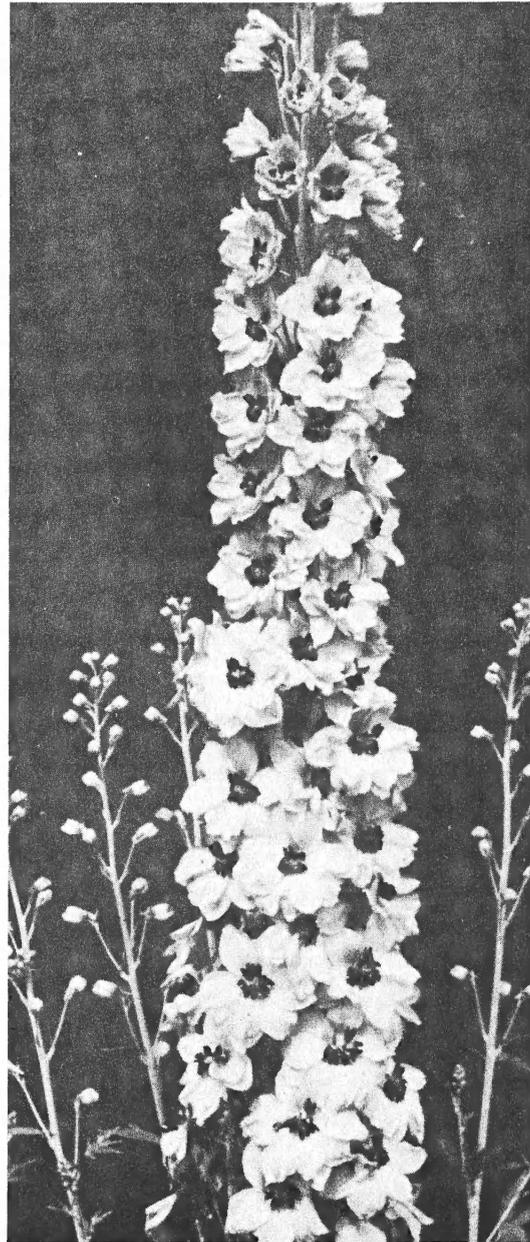
ROUND TABLE SERIES

This represents all the color combinations of the Knights and their Ladies which will eventually be introduced. Some three hundred different crosses were used to make up this group.

BLUEJAY SERIES

Color striking. **Clear medium to dark blue**. Very intense and alive with contrasting bee.

Tr. Pkt.	¼ oz.	Oz.
\$1.25	\$4.50	\$14.00



BLACK KNIGHT

The individual florets, 2 to 3 inches in diameter, are **Dark Purple**, beautifully rounded form with heavy velvety texture. Very large well formed spikes.

KING ARTHUR SERIES

Brilliant Royal Violet with large white bee. Individual florets 2½ inches in diameter, thin woody stems, small foliage, graceful spikes. Excellent for cut flowers. Mildew resistance from 80 to 90%.

GUINEVERE SERIES

Light Pink Lavender self with white bee. Individual florets 2½ to 3 inches in diameter, large spikes, excellent branching habits. For cut flowers and show purposes. Mildew resistance—50 to 70%.

SUMMER SKIES SERIES

Clearest Light Blue with white bee. Individual florets 2 to 2½ inches in diameter. Thin woody stems with very strong branching habits. Ideal for cut flower purposes. Mildew resistance—40 to 60%.

Tr. Pkt.	¼ oz.	Oz.
\$1.25	\$4.50	\$14.00

	Tr. Pkt.	¼ oz.	1 oz.		Tr. Pkt.	¼ oz.	1 oz.
Light Blue Shades	\$1.00	\$3.50	\$12.00	Pastel Shades	\$1.00	\$3.50	\$12.00
Dark Blue Shades	1.00	3.50	12.00	White	1.00	3.50	12.00
Lavender Pastel Shades	1.00	3.50	12.00	Pacific Hybrids Mixed	1.00	3.50	12.00

OTHER STRAINS

	Tr. Pkt.	Oz.
Blackmore & Langdon Strain	\$.50	\$3.00
Cliveden Beauty (Improved Belladonna)—Select strain. Turquoise Blue40	2.25
Bellamosum—Dark Blue. Of Belladonna habit of growth.....	.40	2.25
Gold Medal Hybrids—Large flowering. Tall.....	.25	1.50
Lamartine—Fairly deep bright marine blue. Excellent cut flower habit50	5.00
Wrexham Hybrids—Blending of light and dark shades.....	.50	5.00

CHINENSIS

	Tr. Pkt.	Oz.
Alba—Pure white	\$.35	\$2.00
Cambridge Blue35	2.00
Liberty Larkspur—Dark Blue.....	.35	2.00
Finest Mixed15	.75

See our Spring catalog for a complete list of florists flower seeds.

DIDISCUS

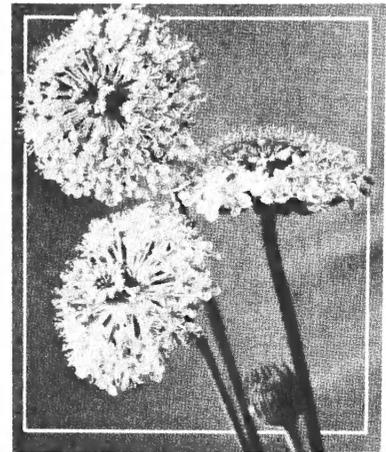
Responds to additional light

Coerulea —(Blue Laceflower)	Tr. Pkt.	Oz.
	\$.25	\$1.00

GREVILLEA (Silk Oak)

March sowing will make a good sized specimen by fall. June sowing will make 2 1/4 inch pot plants ideal for use in panning poinsettias.

Robusta —A splendid foliage plant; makes an ideal base for made-up holiday baskets; easily raised from seed25	.85
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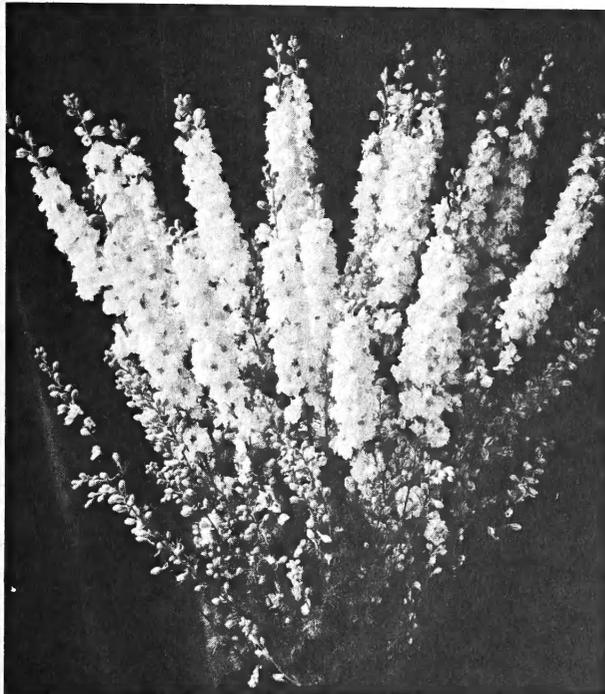


Didiscus Coeruleus

ANNUAL LARKSPUR

GIANT IMPERIAL or BASE BRANCHING

Tall, upright compact, basal branching in habit, the Giant Imperials have superseded all other types of Larkspurs for florists' and general garden use. The delphinium like spikes or double flowers, carried on stems 4' - 5' long, are compactly placed on the upright growing plants, requiring only about one-half the space needed for the old stock flowered type of Larkspur.



Larkspur

	Tr. Pkt.	Oz.	Lb.
Blue Bell —Azure blue	\$.25	\$1.00	\$10.00
Blue Spire —Very deep violet blue25	1.00	10.00
Carmin King —Deep carmine rose25	1.00	10.00
Coral King —Coral pink white shaded25	1.00	10.00
Daintiness —Delicate lavender25	1.00	10.00
Dazzler —Rich scarlet25	1.00	10.00
Exquisite Pink Improved			
Soft pink shaded salmon25	1.00	10.00
Exquisite Rose —Rose pink25	1.00	10.00
Gloria Improved —Deep Salmon Rose25	1.00	10.00
Lilac King — (New) — Rich lilac, fully double closely spaced florets40	2.50	
Lilac Spire25	1.00	10.00
Los Angeles Improved			
Brilliant pink on Salmon25	1.00	10.00
Miss California —Deep rose on salmon25	1.00	10.00
Pink Perfection — Beautiful shade of lively light salmon pink35	1.50	
Pink King —Soft shade of salmon rose25	1.00	10.00
Rosalind —Rose suffused salmon25	1.00	
Sweet Lavender —Lavender color25	1.00	10.00
The Empress Improved —Salmon rose25	1.00	10.00
White King — Glistening white, huge flowers25	1.00	10.00
White Spire —Pure white, early25	1.00	10.00

Larkspur seed may be sown directly in the open in the fall and will flower the following spring. There are two distinctly different methods used and each have a number of successful supporters. The first method is to sow the seed fairly early in the season about August 15th to September 15th. The small Larkspur seedlings will be sufficiently large enough when cold weather sets in to winter over when given a light mulch. The other method employed is to sow the seed in rows in late October or Early November so that it will not germinate until early next spring. This crop of Larkspur will generally come in shortly after Delphinium Belladonna.

LUPINUS (Annual)

New Giant King

A new improved strain. 3 to 4 ft. tall. King Lupinus have the base branching habit, with four to six long spikes to the plant. Each spike has from 25 to 50 more blooms than the Hartwegii type. The blooms are also a little larger. Sow seed in early October in pots and follow Chrysanthemums; will bloom in April and May.

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
King Blue —Oxford Blue 1/4 lb. \$1.50	\$.20	\$.60	King Heliotrope		
King Sky Blue —Light Blue 1/4 lb. 1.50	.20	.60	Rosy purple	1/4 lb. \$1.50	\$.20 \$.60
King White —Pure White 1/4 lb. 1.50	.20	.60	King Mixed	1/4 lb. 1.50	.20 .60
			Hartwegii		
Sky Blue	1/4 lb. \$1.00	\$.15 \$.30	White	1/4 lb. \$1.00	\$.15 \$.30
Rich Blue	1/4 lb. 1.00	.15 .30	Pink	1/4 lb. 1.00	.15 .30

PANSIES

Gloeckner's Superfine "Non Plus Ultra"—This strain has large, fine flowers of superb texture and excellent markings. It is made up of fourteen separate colors so blended that it gives a perfect color balance to the mixture. It is without question a perfect strain for the commercial trade.....

	Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
Gloeckner's Exhibition Mixed75	1.25	1.75	6.50
Roggli Swiss Giant Imp. Mixed75	1.25	2.25	8.00
Coronation Gold —Canary yellow, lower petals flushed golden orange, slightly spicy scented75	1.50	2.75	10.00

SWISS GIANT SEPARATE COLORS

Roggli's Giant Alpenglow —Cardinal shades	\$.75	\$1.25	\$2.25	\$ 8.00
Roggli's Giant Berna —Dark violet blue75	1.25	2.25	8.00
Roggli's Giant Blue —(Ullswater)—Rich clear blue.....	.75	1.25	2.25	8.00
Roggli's Giant Luna —Sulphur yellow self75	1.25	2.25	8.00
Roggli's Giant Pure White75	1.25	2.25	8.00
Roggli's Giant Rheingold —Yellow with blotch75	1.25	2.25	8.00



Primula Springtime

PRIMULA MALACOIDES "SPRINGTIME"

ANOTHER *Gloeckner* INTRODUCTION

Springtime is one of the finest Malacoides ever offered. The color is an attractive **salmon pink** which does not fade with age. The flower stems are strong and support a profusion of good sized blooms; and unlike many other varieties of Malacoides, the foliage has good texture and is fairly resistant to rot. Thus the outstanding features of this variety are its pleasing salmon pink color, compact habit of growth and excellent keeping quality.

Seed sown in June will make good flowering plants for January. September sown seed will produce good plants for early Spring; while later sowings can be grown into small plants usable in combinations.

TRADE PACKET \$2.00

PRIMULA MALACOIDES ERIKSSONI

	Tr. Pkt.
New Baby —Glowing deep pink	\$1.00
La France —Rose pink	1.00
Wonder Baby —Pink	1.00

PRIMULA GIANT MALACOIDES

	Tr. Pkt.
Fairy Jewels —(Double)—Rose pink	\$1.50
Enchantress —Soft salmon	1.50
Snowflake —Pure white	1.00
Giant Malacoides Mixed	1.00

PEPPERS

Florists have been looking for a greater variety of potted plants for fall and Christmas. The Ornamental Pepper which is easily grown from seed and gives satisfaction as a house plant should be a valuable addition to this class. The seed we offer is from careful single plant selections which possessed the following desirable characteristics: Good habit of growth; Quantity and color of berries and plants that carry them well above the foliage. We consider the varieties listed below the best in their type.

CHRISTMAS CANDLE

A new type Christmas pepper bearing large quantities of medium candle-like fruit held erect on the plant. Sow June 1st for finished plant in September. Sow June 18th for finished plant in November. Sow July 1st for finished plant at Christmas. PINCH TWICE.

LONG POINTED

A fine selection of long pointed type Christmas pepper, Fruit somewhat smaller than Christmas Candle. This type carries large quantities of fruit, is a good grower and grows erect. When the fruit ripens it turns from white to yellow and orange, then to a lively scarlet. Sow July 1st for Christmas. PINCH ONCE.

BIRDS EYE

This is the ever popular birds eye pepper or holly berry type. Makes a good dwarf plant literally covered with small round peppers about twice the size of a pea. The fruit is born on top of the foliage, making it an excellent type for Christmas use. Sow July 1st for Christmas. PINCH ONCE.

YELLOW KING

A long pointed golden yellow pepper. This variety is somewhat taller and just a trifle loose in its habit, however for make up work it is excellent, if you need a pepper of this color. Sow July 1st for Christmas. PINCH ONCE.

TRADE PACKET \$1.25

PLEASE NOTE: The sowing dates as given are for the latitude and vicinity of New York City. If you are located farther north it would be well to sow a little earlier. If you are located to the south with more sunshine and a later fall it is suggested that you sow a little later. Sowing dates must vary depending on your particular location.

PEPPERS are heavy feeders therefore do not allow the plants to become starved but keep them growing at all stages. They must be fed regularly, even when in fruit to maintain good color of foliage and berries.

SWEET PEAS

EARLY OR WINTER FLOWERING

Sweet Peas require a disease free, well aerated soil to which ample amounts of organic matter have been incorporated before planting. Many growers have found that steam sterilizing the soil and then leaching heavily with cold water has given very good results. Only well grown crops are profitable, and only long stemmed Sweet Peas are finding a ready market.

The results of experiments show that bud drop is more prevalent when the growth is soft and vegetative. Withholding the moisture during the short days has proven beneficial.

Sweet Peas do not require high amounts of fertilizer. In fact, if the nitrate nitrogen is about medium, better results can be expected.

Good Winter crops may be grown successfully on raised benches but, for the spring crop we heartily recommend ground beds.

PINK			
	Oz.	1/4 lb.	Lb.
Annie Laurie —Pure rose pink	\$.35	\$1.00	\$3.50
Ball Rose Improved —Cerise pink.....	.35	1.00	3.50
Boon —Deep coral pink35	1.00	3.50
Bridesmaid —Deep silvery pink.....	.35	1.00	3.50
Daphne —Soft salmon pink35	1.00	3.50
Jeanne Mamitsch —Rich pink35	1.00	3.50
Josie —			
Brilliant rose pink, long stems35	1.00	3.50
Laddie Improved —Long stemmed			
giant rose, pink35	1.00	3.50
Majestic Rose —Deep brilliant rose			
pink35	1.00	3.50
Mrs. R. H. Holscher —Brilliant pink	.35	1.00	3.50
Rose Queen Improved —Rose pink	.35	1.00	3.50
Sequoia — Golden salmon rose;			
large flowers35	1.00	3.50
Shirley Temple —			
Delightful soft rose pink40	1.00	3.50
Zvolaneck's Rose35	1.00	3.50
Zvolaneck's Salmon			
Salmon cerise; strong stems35	1.00	3.50

BLUE			
	Oz.	1/4 lb.	Lb.
Blue Bonnet —Best clear blue35	1.00	3.50
Early Magic —Delicate Mauve	1.50	5.50	
Mrs. Herbert Hoover —Clear blue	.35	1.00	3.50
Princess Blue —			
Rich belladonna blue50		
Tahoe —Clear blue35	1.00	3.50

WHITE			
	Oz.	1/4 lb.	Lb.
Ball White —(White Seeded)35	1.25	4.00
Hope —(Black Seeded), Pure white	.35	1.00	3.50
Snowstorm Improved —			
(White Seeded)35	1.00	3.50
White Harmony —(Black Seeded).....	.35	1.00	3.50

RED			
	Oz.	1/4 lb.	Lb.
Grenadier —Dazzling scarlet	\$.35	\$1.00	\$3.50
Pride —Pure deep even cerise35	1.00	3.50
Signal Red —A real sunproof scar-			
let of great brilliance65	1.75	6.00

LAVENDER			
	Oz.	1/4 lb.	Lb.
Fragrance —Clear lavender35	1.00	3.50
Harmony —Clear lavender35	1.00	3.50
Lavanda —Clear lavender35	1.25	4.00
Triumph —			
Lilac mauve, long stemmed35	1.00	3.50
Twilight — Lavender, with larger			
flowers than Harmony, which is			
nearest this in color; vigorous			
grower65	1.75	6.00

ORANGE			
	Oz.	1/4 lb.	Lb.
Ball Orange Improved —			
Clear deep orange35	1.25	4.00
Treasure Island —Sparkling			
shades of golden orange35	1.25	4.00
Valencia —Sunproof orange35	1.00	3.50

Sowing and Flowering Dates for EARLY OR WINTER FLOWERING SWEET PEAS

Date to sow seed	Time of flowering	Date to sow seed	Time of flowering
*July	October—January	September	February—April
August	December—February	November	March—May
		December	April—June

*Only recommended in Northern States.

SPRING FLOWERING

This new class of Sweet Pea is a worthwhile addition. November 1st sowing will start flowering in early April and will continue to bloom on longer stems than early flowered varieties sown the same date. **This new class is only recommended for sowings after November 1st;** also used for out of doors sowing.

STANDARD VARIETIES

	1/2 oz.	1 oz.	1/4 lb.	Lb.
Clear Pink —				
Soft, clear pink	\$.40	\$.60	\$1.75	\$6.00
Blue —Marine blue40	.60	1.75	6.00
Lavender —Light even shade	.40	.60	1.75	6.00
Mauve —				
Rich, glistening mauve.....	.40	.60	1.75	6.00
Rose Pink —Clear rose pink.....	.40	.60	1.75	6.00

NOVELTIES

	1/2 oz.	Oz.	1/4 lb.
Black-Seeded White —Pure white.....	\$.75	\$1.50	\$5.50
Light Blue —Clear light blue.....	.75	1.50	5.50
Light Cream Pink —			
Apple blossom pink75	1.50	5.50
Navy Blue —Deep violet blue.....	.75	1.50	5.50

SWEET PEAS (Summer Flowering)

We are in a position to supply all of the best varieties.

oz., 20c 1/4 lb., 60c lb., \$1.75

STOCKS

Flower buds are initiated in stocks when the temperature is below 60 degrees for the greater part of the night. Therefore, it is not advisable to sow the seed for an early crop any sooner than August 1st, and even later in the southern states. To secure the greatest percentage of doubles the largest and most vigorous plants should be selected. It is wise to sow seed for twice the number of plants wanted to assure ample numbers so that only the strongest seedlings are planted.

Stocks are very subject to stem rot and unless planted into fresh soil or steam sterilized soil, large numbers of plants are lost from this disease. It is our opinion that the crop planted to follow shaded Chrysanthemums is more profitable than the early sowing.

If additional light is applied from 6 P. M. to 10 P. M., starting October 25th and continuing until color shows, ten days to two weeks earliness can be expected. Ordinary 40 or 60 watt Mazda electric bulbs are used and the lamps so erected that the light is about 24 inches above the plant and will cover 16 square feet of bench area. The non-branching type, which has come into general use, should be planted 3 inches in the row and 6 inches between rows, producing a single stem.

NON-BRANCHING (Excelsior Column Stocks)

	Tr. Pkt.	1/4 oz.	Oz.
Dark Blue	\$1.00	\$2.50	\$9.00
Gardenia—Shimmering glistening white	1.25	3.50	12.00
Malmaison Pink—Blush pink	1.00	2.50	9.00
Ruby—Rich crimson red	1.00	2.50	9.00
Silvery Lilac—Lavender	1.00	2.50	9.00
White	1.00	2.50	9.00
Yellow Wonder—Rich creamy yellow with full double florets well arranged on long spikes	1.00	3.50	12.00

GIANTS OF CALIFORNIA (Branching)

The Giants of California can also be grown similarly to the non-branching type. When grown this way the side shoots should be removed. For the retail grower the branching types are gaining in popularity. These should be planted 8 x 8 inches and topped when 6 inches tall to produce side shoots of sufficient length.

	Tr. Pkt.	1/4 oz.	Oz.
Pacific—Blue	\$.35	\$1.00	\$3.50
Red Woods—Blood red35	1.00	3.50
Rose Light—Bright Rose35	1.00	3.50
Tahoe—Lavender35	1.00	3.50
Santa Maria—White35	1.00	3.50
Santa Barbara—Chamois35	1.00	3.50

BISMARCK OR BRANCHING STOCKS Early Giant Imperial

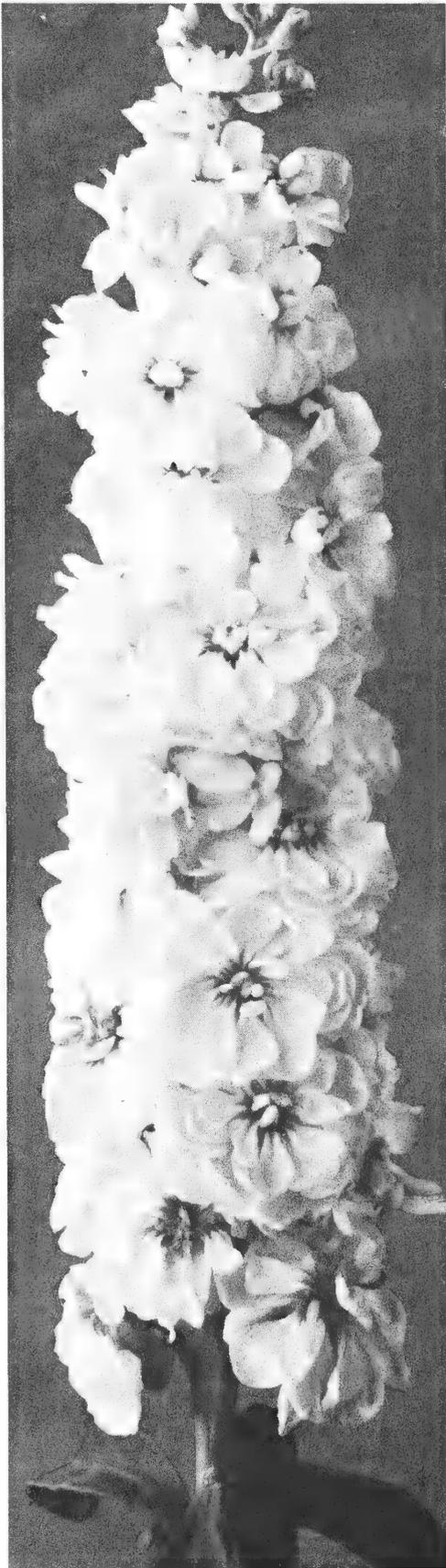
This class continues to be popular with the florist for a cut flower.

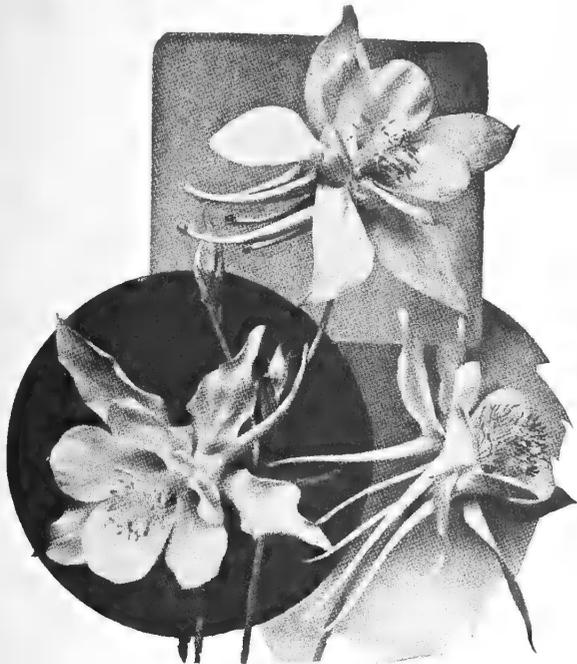
	Tr. Pkt.	1/4 oz.	Oz.
Buttercup—Rich Yellow	\$.35	\$1.00	\$3.00
Chamois—Ivory, tinted Old Rose35	1.00	3.00
Dark Blue or Purple35	1.00	3.00
Elk's Pride—Rich deep purple35	1.00	3.00
Fiery Blood Red35	1.00	3.00
Flesh—Bright Flesh35	1.00	3.00
Golden Rose—Light golden Rose35	1.00	3.00
Lavender—Silvery Lilac35	1.00	3.00
White35	1.00	3.00

Sowing Dates of Column or Non-Branching Stock for Various Blooming Dates

Time of sowing	Flowering	Time of sowing	Flowering	Time of sowing	Flowering
August 1	January	October 1	March	January 1	Mother's Day
September 1	February	November 1	April	February 1	June
		December 1	May	February 15	June 15

See our Spring catalog for a complete list of florists flower seeds.





Aquilegia Long-Spurred

FINE PERENNIAL SEEDS

ACHILLEA (Millfoil, Yarrow)

<i>Filipendula Parker's Variety</i> —Large yellow showy flower heads	1/4 oz. .75	Tr. Pkt. \$.35	Oz. \$2.80
<i>The Pearl</i> —Abundant small white double flowers35	2.80

ACONITUM

<i>Fischeri</i> —Compact. Bright blue flowers35	2.00
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ADONIS

<i>Vernalis</i> —Large yellow flowers40	2.50
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AGATHEA

<i>Coelestis</i> (Blue Daisy)—Marguerite like flowers. Fine for Greenhouse25	1.25
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AGROSTEMMA

<i>Coronaria Atrosanguinea</i> —Deep crimson15	.30
<i>Coronaria Alba</i> —White15	.30

ALYSSUM

<i>Saxatile Compactum</i> —Bright yellow15	.80
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AMPELOPSIS

<i>Veitchi</i> (Boston Ivy)	per lb., \$2.50		.30
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ANCHUSA

<i>Italica Dropmore</i> —Gentian Blue		Tr. Pkt. \$.15	Oz. \$.50
<i>Myosotidiflora</i> —Blue Forgetmenot like flowers	1/4 oz. \$2.50	.50	8.00

ANEMONE CORONARIA

(Windflower)

<i>French</i> —(Caen) Varieties fine mixed25	1.00
<i>His Excellency</i> —Single fiery scarlet35	1.50

ANTHEMIS

<i>Kelwayi</i> —Hardy Marguerite. Yellow flowers. Fine for cutting15	.50
<i>Tinctoria, Perry's Variety</i> —An improved form, of deep golden yellow25	1.50

AQUILEGIA

<i>Californica Hybrids</i> —Mixed	Tr. Pkt. \$.30	Oz. \$2.00
<i>Coerulea</i> —Blue40	2.50
<i>Rose Queen</i>50	3.50
<i>Long Spurred Blue Shades</i>35	3.00
<i>Long Spurred Orange & Scarlet Shades</i>50	3.50
<i>Long Spurred Pink & Rose Shades</i>35	3.50
<i>Long Spurred Mrs. Scott Elliotts Strain</i> —Best Mixture50	3.50

ARABIS

<i>Alpina White</i> Good for edging and rock gardens15	.50
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ARMERIA

<i>Formosa Hybrida</i> Various shades of rose pink25	1.50
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ASCLEPIA

<i>Tuberosa</i> —Very showy and popular native plant, during July and August bearing flowers of brilliant orange scarlet35	2.50
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ASTERS

<i>Alpinus Mixed Varieties</i>35	2.50
<i>Michaelmas Daisy</i> Newest varieties mixed50	3.00

AUBRIETIA

<i>Large Flowering Hybrids</i> Blue and rose shades35	2.50
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BAPTISIA

<i>Australis</i> (False Indigo)—Dark blue15	.40
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Anchusa Dropmore

FINE PERENNIAL SEEDS

CAMPANULA



Campanula Persicifolia

	Tr. Pkt.	Oz.
Calycanthemum Blue (Cup and Saucer Type)— Best for cutting	\$.25	\$ 1.50
Calycanthemum Lilac (Cup and Saucer Type)— Best for cutting25	1.50
Calycanthemum Pink (Cup and Saucer Type)— Best for cutting30	2.00
Calycanthemum White (Cup and Saucer Type)— Best for cutting30	2.00
Calycanthemum Mixed (Cup and Saucer Type)— Best for cutting25	1.50
Persicifolia Blue (Peach Bell)—Very hardy.....	.50	
Persicifolia Alba (Peach Bell)—Very hardy.....	.50	
Pyramidalis Alba —Hardy. Good for outdoor or Pot culture25	1.50
Pyramidalis Blue —Hardy. Good for outdoor or Pot culture25	1.50
Rotundifolia (Blue Bells of Scotland) — Dainty purple blue flowers, 12"50	

CANDYTUFT

Sempervirens (Iberis)—White. Fine for edging..	\$.25	\$ 1.50
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CARNATION

Early Vienna —Very dwarf	\$.30	\$ 1.75
Grenadin Red35	2.00
Hardy Border Mixed —Very fine selection30	1.25

DAISY—SHASTA (Chrysanthemum)

	Tr. Pkt.	Oz.
Alaska —Most popular of all. Large pure white blooms on excellent stems. Starts blooming in June and continues for sometime	\$.15	\$ 1.00
Avalanche —Very free blooming dwarf compact plant (2 ft. high) with large white daisies25	1.25
Diener's Strain —New development with flowers of very interesting form. They vary considerably from fully double strains, no centers, to semi-doubles and singles. Most have curled and twisted petals. Some have broad petals, others are very slender and twisted.....	.25	

Mayfield Giant —Extremely large flowers measuring three to four inches in diameter. Strong robust growth, 2½ to 3 feet tall.....	\$.25	\$ 1.00
Spring Marguarite —Large flowers, same characteristics as the Mayfield Giants except habit of growth is six inches to a foot shorter. This variety flowers earlier in the season20	.50

DIANTHUS

Deltoides (Maiden Pink)—Deep rose, 8".....	\$.25	\$ 1.50
Neglectus (Glacier Pink)—Rose, hardy per 1000 seeds, \$3.00		
Plumarius Double Mixed —Hardy garden pinks... ..	.25	1.25
Superbus Loveliness —Rosy, lilac, finely fringed, free flowering, plants 12" - 15".....	1.00	
Sweet Wivelsfield —Excellent for cutting. Great variety of colors25	1.00

DIGITALIS (Foxglove)

Monstroa Mixed	\$.20	\$.75
The Shirley —Giant hybrids, spotted throats.....	.15	.50

CENTAUREA

	Tr. Pkt.	Oz.
Montana —blue, 1 ft. - 1½ ft.	\$.15	\$.50

CERASTIUM

Tomentosum —Silvery foliage. White flowers. Excellent for rockeries	\$.30	\$ 1.30
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COREOPSIS

Lanceolata Grandiflora —Golden yellow. Good for cutting	\$.15	\$.30
Lanceolata Grandiflora Fl. Pl. Double form of above15	.50
Mayfield Giant —deep golden yellow, large flowers, early25	1.30
Double Sunburst —Large, golden yellow, fully double flowers50	2.00



Dianthus Deltoides

FINE PERENNIAL SEEDS

DELPHINIUMS

For a complete list of varieties and descriptions of Delphiniums see page 6.

EUPATORIUM

	Tr. Pkt.	Oz.
Fraseri —(Hardy Ageratum)—White. Fine for cutting	\$.25	\$1.00

GAILLARDIA

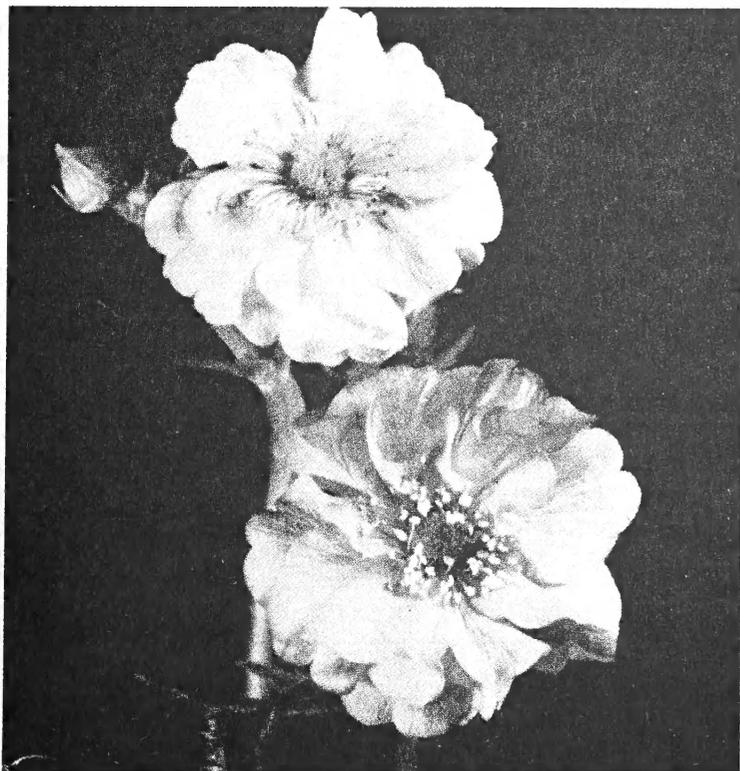
Burgundy —Coppery scarlet self	\$.30	\$2.00
Dazzler —Large rich red flowers with orange tip. Fine for cutting25	1.50
Goblin —Dwarf, compact50	
Portola Hybrids —Red with golden tips. Excellent for cutting25	1.50
Tangerine —True Tangerine color. Good for cutting25	1.60

GENTIANA

Acaulis —Deep blue. Good for rockeries.....	\$.50	\$3.00
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Helianthemum



Geum

GEUM

	Tr. Pkt.	Oz.
Mrs. Bradshaw —Brilliant scarlet. Double flowers. Good for cutting	\$.25	\$1.75
Lady Stratheden —Double golden yellow Excellent for cutting25	1.75

GYPSOPHILA

Paniculata —(Single)—Hardy, Graceful sprays of white flowers	\$.15	\$.40
Pacifica —Rose, 4 ft., blooms when panicu- lata varieties have passed. Excellent for cutting25	2.50
Repens Rosea —Light rose, 6", fine rock plant	.25	2.50

HELIANTHEMUM

Mutabile —(Dwarf Sun Rose) Excellent rock plant, 8" - 12", pastel mixture	\$.25	\$.80
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HIBISCUS

Giant Mallow Marvel Mixed —Very showy. 4 ft. tall. Good for perennial border	\$.15	\$.50
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FINE PERENNIAL SEEDS

HOLLYHOCK Chaters Double

	Tr. Pkt.	Oz.
Pink	\$.25	\$1.25
Scarlet25	1.25
Chamois25	1.25
Salmon25	1.25
White25	1.25
Yellow25	1.25
Maroon25	1.25
Newport Pink25	1.25
Mixed25	1.00

LAVANDULA—Sweet Lavender

<i>Vera</i> —Well-known, fragrant hardy perennial. Always in good demand25	.80
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LIATRIS

<i>Pycnostachia</i> —Rosy purple. Fine for cutting35	2.50
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LUPINUS Polyphyllus

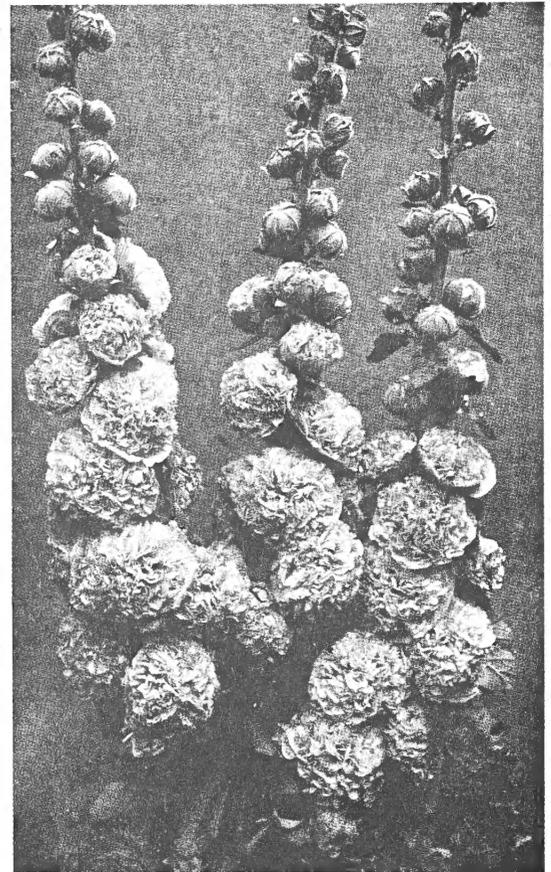
Rose15	.50
Blue15	.50
White15	.50
Mixed15	.50
<i>Moerheimi</i> —Pink and White flowers. Good for cutting25	1.00
<i>Princess Juliana</i> —Shell pink. Good for cutting25	1.00

LINUM

<i>Perenne</i> (Flax)—Blue. 1½ ft. tall15	.40
<i>Flavum</i> —Yellow 2 ft. tall25	2.00

MYOSOTIS

<i>Alpestris Victoria</i> —Bright blue. Dwarf. Excellent for bedding35	2.00
<i>Palustris Semperflorens</i> —Blue. Hardy everblooming25	1.80



Double Hollyhocks

PENTSTEMON

	Tr. Pkt.	Oz.
<i>Sensation</i> —Mixed colors. 3 ft. tall	\$.35	\$2.80
<i>New Hybrids Mixed</i> —Improved type50	2.00

PHYSOSTEGIA

<i>Virginica</i> —Pink. 4 ft. tall. Fine for cutting35	2.00
<i>Virginica Alba</i> —White form of above35	2.00

PLATYCODON

<i>Grandiflorum Blue</i> —For perennial border35	2.50
<i>Grandiflorum Album</i> —White form of above35	2.00
<i>Mariesi</i> —Dwarf. Dark blue25	2.00

POPPY

<i>Coonara Pink Shades</i> Fine strain. Pink art shades. Long stems.....	.35	2.00
<i>Nudicaule El Monte</i> Tangerine orange. Excellent for cutting25	2.00
<i>Oriental Scarlet</i> —Deep red15	1.00
<i>Princess Victoria Louise</i> (Oriental) Finest salmon25	2.00
<i>Sunbeam Mixed</i> —Splendid Hybrids. Good for cut flowers25	1.75
<i>Oriental Hybrids Mixed</i>20	1.50

PRIMULA

<i>Auricula Mixed</i> Beautiful colors. 6" high	¼ oz., \$1.50	.40
<i>Veris (Polyanthus) Giant Munstead Strain</i> New hybrids Beautiful shades including yellow and white	¼ oz., \$2.00	.50
<i>Vulgaris</i> (English yellow Primrose) ¼ oz., \$.85		.35



Myosotis Palustris Semperflorens

FINE PERENNIAL SEEDS

PYRETHRUM

	Tr. Pkt.	Oz.
Roseum Pink—Pink shades. Fine for cutting	\$.35	\$2.00
Hybridum Single Mixed—Good cut flower	.30	1.50
Hybridum Double Mixed		
Good cut flower 1/4 oz.,	\$2.00	.50

RUDBECKIA

Hirta Autumn Tints

Bronze autumn shades35	2.00
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SAPONARIA

Ocymoides—Rose colored. Fine for rockeries	.15	.60
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SCABIOSA

Caucasica Isaac House Hybrids

Improved strain. Flowers range from lavender to dark blue. Excellent for cutting	.50	3.00
Caucasica Lavender—Good cut flower35	2.50

SEDUM

Acre—The yellow Stone Crop or Wall Pepper, 2-3 inches 1/8 oz.,	\$.90	.25
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STATICE

Caspia—Lilac. Fine for table decoration40	2.25
Dumosa—Silvery gray flowers.		
Good cut flower25	1.75
Latifolia—Deep blue flowers. Fine for cutting	.25	1.50

STOKESIA

Cyanea (Corn Flower Aster) — Lavender blue. Excellent for cutting25	1.40
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SWEET WILLIAM

Single Newport Pink15	.80
Single Scarlet Beauty15	.80
White Single15	.50
Single Mixed15	.60
Double Mixed15	.70
Dwarf Alpinus Midget Mixed—Early flowering type of Sweet William, consisting of light and dark colors mixed. Height 4 to 6 inches. Suitable for border or rock garden planting. 1/4 oz.,	\$1.00	.40
		3.50

THALICTRUM

	Tr. Pkt.	Oz.
Dipterocarpum—Rosy purple yellow anthers. Excellent for cutting30	1.80

TRITOMA

Hybrids (Red Hot Poker)25	1.50
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TUNICA

Saxifraga—Rose, 6 inches15	.60
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VALERIANA (Garden Heliotrope)

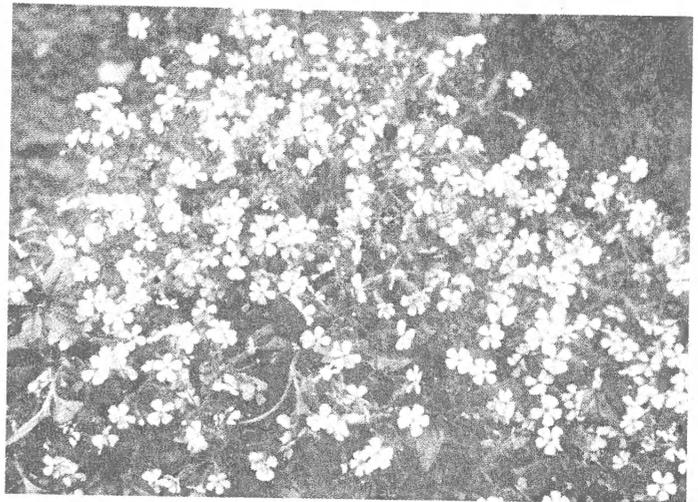
Mixed15	.60
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VERONICA

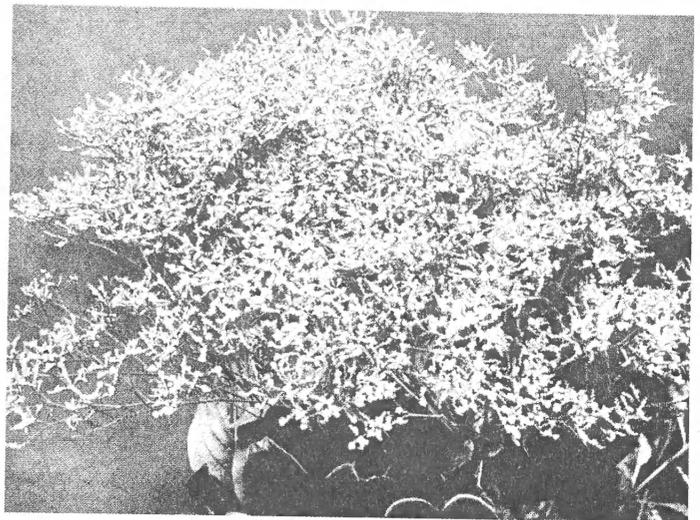
Spicata—Bright blue. Fine for bouquets35	1.50
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VIOLA CORNUTA

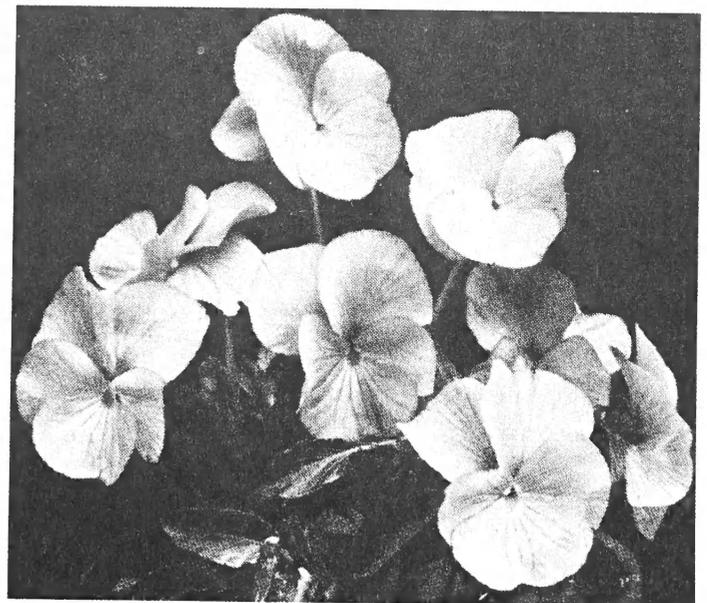
Apricot—Large-flowered true apricot. Very good variety35	4.00
Arkwright Ruby, Hybrida—Wonderful large rounded flowers of ruby crimson with terra cotta and darker markings. Fragrant50	6.50
Blue Perfection		
Large flowered fine light blue	.35	2.00
Jersey Gem—Deep Cattleya75	
Lutea Splendens—Golden yellow35	2.00
Papilio—Light blue35	2.00
Puck—Upper half purple, lower half yellow, very pretty35	2.25



Saponaria



Statice



Viola



In addition to seed, *Gloekner* bulbs, plants and cuttings are selected with diligent care as to type, productiveness and freedom from disease so you may have the best upon which to build your prospective crops.

